

Dienger, Whitney

Mandel # 67949

From: Jacobs, Sarah
Sent: Tuesday, October 30, 2012 8:34 AM
To: Dienger, Whitney
Subject: FW: URGENT WKRC Pre-empts

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Tuesday, October 30, 2012 8:34 AM
To: Jacobs, Sarah
Subject: RE: URGENT WKRC Pre-empts

Im blind, approved

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Tuesday, October 30, 2012 8:33 AM
To: Whitney Eversole
Subject: RE: URGENT WKRC Pre-empts

Chabot:

68541

11/6

N/A 10/28 10-1030am @\$450, 1x 10/28 1030-11a @\$350, and 1x 11/4 1030-11a @\$350. Total N/A \$1150.
Mkgd w/o 10/29, 1x 7-8a @\$800 P1 and 1x Andersen \$350 P2. Total back in \$1150.

Mandel:

67949

10/30

N/A 10/27 7-8p @\$350 and 1x 10/28 630 @\$450. Total N/A \$800.
Mkgd w/o 10/29 1x 7-8a @\$800 P1.

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Tuesday, October 30, 2012 8:32 AM
To: Jacobs, Sarah
Subject: RE: URGENT WKRC Pre-empts

Who is this for?

10/30/2012

From: Jacobs, Sarah [<mailto:SJacobs@local12.com>]

Sent: Tuesday, October 30, 2012 8:31 AM

To: Jacobs, Sarah; Whitney Eversole

Subject: RE: URGENT WKRC Pre-empts

Mkgds OK?

From: Jacobs, Sarah

Sent: Monday, October 29, 2012 4:22 PM

To: 'Whitney Eversole'

Subject: URGENT WKRC Pre-empts

Chabot:

N/A 10/28 10-1030am @\$450, 1x 10/28 1030-11a @\$350, and 1x 11/4 1030-11a @\$350. Total N/A \$1150.

Mkgd w/o 10/29, 1x 7-8a @\$800 P1 and 1x Andersen \$350 P2. Total back in \$1150.

Mandel:

N/A 10/27 7-8p @\$350 and 1x 10/28 630 @\$450. Total N/A \$800.

Mkgd w/o 10/29 1x 7-8a @\$800 P1.

Please confirm.

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

10/30/2012

ORDER



Orders
Order / Rev: 67949
Alt Order #:
Product Desc: 3053 Us Senate
Estimate: 3053
Flight Dates: 10/24/12 - 10/31/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:

7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Josh Mandel fo OHio US Senate
Demographic: HH
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	39	\$34,075.00	\$28,963.75
10/29/12	10/31/12	23	\$16,500.00	\$14,025.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$34,075.00	\$28,963.75	0.00
November 2012	23	\$16,500.00	\$14,025.00	0.00
Totals	62	\$50,575.00	\$42,988.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
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Local 12 WKRC-TV 40% \$50,575.00
Market 100% \$126,437.50

Competitive Share	Share	Total
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EKRC 1% \$1,264.38
UNKWN 59% \$74,598.12
WCPO 0% \$0.00
WLWT 0% \$0.00
WSTR 0% \$0.00
WXIX 0% \$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKRC	10/24/12	10/30/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
5a Good Morn Cincinnati (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$250.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$250.00	0.00								
2	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
6a Good Morn Cincinnati (6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$325.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$325.00	0.00								
3	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00

Order / Rev: 67949 Advertiser: Josh Mandel fo OHio US Senate
 Alt Order #: Product Desc: 3053 Us Senate Local 12 WKRC-TV
 Flight Dates: 10/24/12 - 10/31/12 Estimate: 3053

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$325.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$325.00	0.00								
4	WKRC	10/27/12	10/27/12	6a-8a Local 12 News SaCM	6:00 AM-7:00 AM	6:00 AM-7:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
5	WKRC	10/27/12	10/27/12	6a-8a Local 12 News SaCM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
6	WKRC	10/27/12	10/27/12	CBS This Morning Saturday	8a-10a	8a-10a	-----1-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1-	1	\$225.00	0.00								
7	WKRC	10/24/12	10/30/12	Local 12 News at Noon CM	12p-1230p	12p-1230p	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$350.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$350.00	0.00								
8	WKRC	10/28/12	10/28/12	CBS Sun Morning	CM	9:00 AM-9:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
9	WKRC	10/28/12	10/28/12	CBS Sun Morning	CM	9:30 AM-10:00 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
10	WKRC	10/28/12	10/28/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$450.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/22/12-10/28/12	CBS Sun Morning	10:00 AM-10:30 AM	-----Su	:30	(\$450.00)	0.00	NM						
See MG 11.2,11.3,11.4															
[No Avail]															
11	WKRC	10/28/12	10/28/12	Face the Nation	CM	1030a-11a	-----1	:30	1	\$350.00	P-3	0.00	NM	3	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1	\$350.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/22/12-10/28/12	Face the Nation	1030a-11a	-----Su	:30	(\$350.00)	0.00	NM						
See MG 11.2,11.3,11.4															
[No Avail]															
2	WKRC	10/29/12-10/30/12	M-F 10a-11a	10a-11a	MT-----	:30	\$350.00	0.00	NM						
MG for 10.1,11.1															
[Approved by Buyer]															
3	WKRC	10/29/12-10/30/12	M-F 10a-11a	10a-11a	MT-----	:30	\$350.00	0.00	NM						
MG for 10.1,11.1															
[Approved by Buyer]															
4	WKRC	10/29/12-10/29/12	5a Good Morn Cincinnati	5:00 AM-5:30 AM	5:30 AM-5:30 AM	5:30 AM-5:30 AM	-----	:30		\$100.00	0.00	NM			
MG for 10.1,11.1															
[Approved by Buyer]															
12	WKRC	10/24/12	10/30/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--111--	3	\$850.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$850.00	0.00								
13	WKRC	10/24/12	10/30/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00

Order / Rev: 67949 Advertiser: Josh Mandel fo OHio US Senate
 Alt Order #: Product Desc: 3053 Us Senate Local 12 WKRC-TV
 Flight Dates: 10/24/12 - 10/31/12 Estimate: 3053

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
5p Local 12 News at Five																
5p Local 12 News at Five (5:30 PM-6:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	--111--	3	\$900.00	0.00									
		Week: 10/29/12	11/04/12	11-----	2	\$900.00	0.00									
14	WKRC	10/24/12	10/30/12	6p Local 12 News at SixCM	6p-630p	11111--	:30	5	\$1,200.00	P-2	0.00	NM		5	\$6,000.00	
6p Local 12 News at Six																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	--111--	3	\$1,200.00	0.00									
		Week: 10/29/12	11/04/12	11-----	2	\$1,200.00	0.00									
15	WKRC	10/27/12	10/27/12	Big East Football Big East Football	CM	12p-330p	-----1-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00	
Big East Football																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	-----1-	1	\$750.00	0.00									
N 16	WKRC	10/28/12	10/28/12	630p Local 12 News SuCM	630p-7p	-----1	:30	1	\$450.00	P-3	0.00	NM		0	\$0.00	
630p Local 12 News Sun																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	-----1	1	\$450.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/22/12-10/28/12		630p Local 12 News Sun	630p-7p	-----Su	:30	(\$450.00)	0.00	NM						
See MG 18.2																
[Preempted by NSM]																
17	WKRC	10/24/12	10/30/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	--111--	3	\$400.00	0.00									
		Week: 10/29/12	11/04/12	11-----	2	\$400.00	0.00									
N 18	WKRC	10/27/12	10/27/12	Sa Prime Access RotatoCM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM		1	\$800.00	
Sa Prime Access																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	-----1-	1	\$350.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/22/12-10/28/12		Sa Prime Access Rotator	7p-8p	-----Sa--	:30	(\$350.00)	0.00	NM						
See MG 18.2																
[Sports Overrun]																
2	WKRC	10/31/12-10/31/12	CBS This Morning	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	-----	:30	\$800.00	0.00	NM					
MG for 18.1,16.1																
[Approved by Buyer]																
19	WKRC	10/24/12	10/30/12	11p M-F Local 12 News CM	11p-1135p	11111--	:30	5	\$1,100.00	P-3	0.00	NM		5	\$5,500.00	
11p M-F Local 12 News 11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	--111--	3	\$1,100.00	0.00									
		Week: 10/29/12	11/04/12	11-----	2	\$1,100.00	0.00									
20	WKRC	10/27/12	10/27/12	11p Sa-Su Local 12 NwsCM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM		1	\$1,100.00	
11p Sa-Su Local 12 Nws 11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	-----1-	1	\$1,100.00	0.00									
21	WKRC	10/28/12	10/28/12	11p Sa-Su Local 12 NwsCM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM		1	\$1,100.00	
11p Sa-Su Local 12 Nws 11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	-----1	1	\$1,100.00	0.00									
22	WKRC	10/30/12	10/30/12	Tue Reg 1 Tue Reg 1	CM	8p-9p	-1-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00	
Tue Reg 1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/29/12	11/04/12	-1-----	1	\$3,500.00	0.00									
23	WKRC	10/24/12	10/24/12	Wed Reg 2 Wed Reg 2	CM	9p-10p	--1-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00	
Wed Reg 2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	--1-----	1	\$3,200.00	0.00									
24	WKRC	10/25/12	10/25/12		CM	8p-9p	---1----	:30	1	\$3,800.00	P-3	0.00	NM	1	\$3,800.00	

Advertiser: Josh Mandel fo Ohio US Senate

Product Desc:

Product Desc: 3053 Us Senate

Local 12 WKRC-TV

10/24/12 - 10/31/12

Estimate:

Totals	62	\$50,575.00
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